



ARKANSAS DEPARTMENT OF AGRICULTURE

2021 Local Food, Farms, and Jobs Act Report Social Media and Promotion Toolkit

The Local Food, Farms, and Jobs Act (Local Food Act) was enacted in 2017 and amended in 2019 to create, strengthen, and expand local farm and food economies throughout the state. The Local Food Act **requires** institutions to set a goal of at least 20% of their food budget to be spent on local food and **requires** institutions to provide information on their local food procurement budget.

Institutions will complete a form reporting their institution's activities related to the Local Food, Farms, and Jobs Act for fiscal year 2021 (FY2021). FY2021 began on July 1, 2020 and ended on June 30, 2021.

The reporting form will close at 11:59 PM on Friday, October 1, 2021.

The reporting form can be found at the following link:

<https://www.cognitoforms.com/ArkansasAgriculture1/2021localfoodfarmsandjobsactreport>

BACKGROUND OF TOOLKIT:

Since 2019, the Arkansas Department of Agriculture (Department) has published the [Local Food, Farms, and Jobs Act Annual Report](#) providing information on local food spending by institutions of higher education, child care facilities, state agencies or other entities of the state, and others such as after-school programs, libraries, prisons, senior care centers, and others.

The Department appreciates the support provided by the other state agencies and other nonprofit and organizational partners in collecting the information necessary to complete the report, as many partners work with the institutions required to report. As such, the Department has created this toolkit to aid partners in promoting the Local Food Act. Below you will find example language that can be used in newsletters, listserv emails, and social media posts.

LANGUAGE FOR NEWSLETTERS & LISTSERVS:

The Arkansas Department of Agriculture launched the 2021 Local Food, Farms, and Jobs Act (Local Food Act) reporting form on August 2, 2021. As a *[insert institution type: school district, university, medicaid provider, human development center, etc.]* you are **required to complete the [reporting form](#) by October 1, 2021**. A PDF version of the [2021 Reporting Form](#) is available to review before completing the online reporting form. An [infographic](#) was developed to detail the decision-making process of determining whether an institution is eligible to complete the

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full report, as well as deciding what qualifies as local food. Additionally, a [Frequently Asked Question](#) document regarding the report was compiled to answer institution's questions. Finally, the Arkansas Department of Agriculture is hosting a Local Food Act Q&A Webinar on **August 19, 2021 at 2:00 PM** to explain the Local Food Act, share updates on the reporting form, and answer questions. Register for the [webinar here](#).

LANGUAGE FOR SOCIAL MEDIA:

Social Post #1: Did you know that local can span the whole plate? The Local Food, Farms, and Jobs Act encourages institutions to purchase 20% of their food locally in the state of Arkansas. If you are an institution that receives state funding and offers a food service program, make sure to submit your required information to the @Arkansas Department of Agriculture before the October 1, 2021 deadline. Information and helpful resources can be found at: <https://www.agriculture.arkansas.gov/arkansas-department-of-agriculture-programs/the-local-food-farms-and-jobs-act/>

Social Post #2: The @Arkansas Department of Agriculture opened the Local Food, Farms, and Jobs Act reporting form on August 2, 2021. Do you know if your institution is required to report? Do you know what is considered local food? Attend the Q&A Webinar on August 19, 2021 at 2:00 PM to learn more. Register for the webinar here: <https://us02web.zoom.us/join/ztZcvc-isrjosHd3rQ7t8anINwqJlyl3Icja3>

Social Post #3: Institutions have until October 1, 2021 to fill out the Local Food, Farms, and Jobs Act reporting form. Not sure if your institution is required to report? The @Arkansas Department of Agriculture has created several resources to help answer your questions! Find them here: <https://www.agriculture.arkansas.gov/arkansas-department-of-agriculture-programs/the-local-food-farms-and-jobs-act/>

DOWNLOADABLE GRAPHICS:

Downloadable graphics for social media and promotional use are [available here](#).

